HOUSEWARES

(Continued from page 12)

BATH SHOP

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	8	Selfix twin hook, 2-pack	4,908	1.53	7,509.24
2	3	Selfix portable shower spray	966	6.94	6,704.04
3	1	Gray king size shower caddy	1,686	3.82	6,440.52
4	2	Selfix shampoo spray	3,264	1.57	5,124.48
5	4	Ekco 18" towel bar, chrome	2,352	1.68	3,951.36
6	9	Ekco toilet tissue holder, chrome	2,448	1.58	3,867.84
7	5	Hanson scale, Princess, white	532	7.01	3,729.32
8	—	Empire bowl brush, plastic	5,304	0.70	3,712.80
9	7	Hanson scale, Princess, gold	492	7.01	3,448.92
10	13	Ekco 12" towel bar, chrome	1,932	1.53	2,955.96
11	—	Selfix toilet tissue holder, plastic	2,628	1.12	2,943.36
12	14	Selfix 2 hook, Moderne	5,112	0.55	2,811.60
13	—	Selfix 24" towel bar, plastic	1,764	1.54	2,716.56
14	—	Empire bowl brush, white	2,496	1.08	2,695.68
15	12	Empire bowl brush, plastic	2,076	1.20	2,491.20

RUBBERMAID

1	—	Ice cube tray, blue	28,584	0.55	15,721.20
2	1	20-gal Refuse container, avocado	996	11.05	11,005.80
3	—	32-gal Roughneck container, choc	570	19.00	10,830.00
4	—	Shelf liner, calico, green	2,120	4.48	9,497.60
5	—	Wastebasket w/lift lid, choc	1,548	6.09	9,427.32
6	—	10 ¾"-high Rectangle Indry bskt, choc	1,890	4.16	7,862.40
7	—	Wastebasket w/lift lid, gold	1,320	5.92	7,814.40
8	—	10 ¾"-high Rectangle Indry bskt, alm	1,512	4.37	6,607.44
9	4	Delux dish drainer, choc	1,392	4.73	6,584.16
10	6	15 ¾" Drainer tray, gold	2,070	3.08	6,375.60
11	9	5¼"-dp dishpan, gold	2,718	2.31	6,278.58
12	—	15 ¾" Drainer tray, almond	2,040	3.07	6,262.80
13	—	10 ¾" Sink mat, choc	3,468	1.78	6,173.04
14	—	10 ¾" Sink mat, almond	3,372	1.76	5,934.72
15	8	Bath mat, white	2,712	2.16	5,857.92

CORNING WARE

1	—	Microwave browning grill	1,224	20.09	24,590.16
2	—	Large counter saver, Cornflower	729	18.27	13,318.83
3	—	10" Microwave browning skillet	630	17.98	11,327.40
4	9	Grab "4" It set	742	15.12	11,219.04
5	8	Large Counter Saver, Wildflower	525	17.82	9,355.50
6	—	Microwave glass ceramic rack	1,140	7.30	8,322.00
7	—	Casser-ette	1,674	4.84	8,102.16
8	3	Microwave set	269	27.17	7,308.73
9	—	French White 2½-qt oval casserole	544	11.79	6,413.76
10	—	Menu-ette set, Cornflower	392	16.24	6,366.08
11	—	French White 2½-qt round casserole	505	11.98	6,049.90
12	2	Microwave 1-qt Cook 'N' Pour	491	11.63	5,710.33
13	—	6-cup Teapot, Spice	427	13.34	5,696.18
14	—	Microwave Starter set	114	49.28	5,617.92
15	—	Menu-ette Set, Spice	259	20.87	5,405.33

PYREX

1	3	3-qt Oblong bake dish w/basket	1,140	10.91	12,437.40
2	6	3-qt Oblong bake dish	2,424	4.44	10,762.56
3	—	1-qt Measuring cup	3,048	2.73	8,321.04
4	2	3-pc Casserole set, Atmn Hrvst	668	12.24	8,176.32
5	1	4-pc Bowl w/handle st, Atmn Hrvst	650	11.61	7,546.50
6	—	2-liter Juice jug	2,448	2.79	6,829.92
7	13	1-pt Liquid measure	3,108	1.95	6,060.60
8	11	2-qt Oblong bake dish	1,470	3.96	5,821.20
9	—	1-cup Measuring cup	3,348	1.69	5,658.12
10	—	3-pc Bake, serve, str st, Autmn Hrvst	560	9.83	5,504.80
11	5	2-qt Casserole w/basket	480	11.13	5,342.40
12	—	4-pc Bowl w/handle set, Woodland	412	12.39	5,104.68
13	—	10-oz Pie dish, 4-pk	1,809	2.79	5,047.11
14	—	3-pc Bake, serve, store set, gold	496	9.80	4,860.80
15	14	3-qt Casserole, knob cov	780	6.01	4,687.80

PMA®

PRODUCT MOVEMENT AUDIT

Designs, Hues

(Continued from page 12)

housewares tends to reduce the number of new items that show up on the PMA. While any one report shows few new housewares, over the course of a year the list can be extensive.

In the current report, two Springfield thermometers showed up as new items as discounters and other retailers sought expansion of the gadgets classification. The two thermometers, Nos. 11 and 13 on the report, were oven and indoor-outdoor models. The two different types of thermometers denote the broad area covered by the thermometer.

Microwave cookware continues to grow in importance. Items for this specialized type of cooking showed up on both the cookware and Corning Ware listings. An Anchor Hocking bacon rack was No. 7 on the cookware chart, while six items specifically labeled as microwave cookware showed up on the Corning Ware list as Nos. 1, 3, 6, 8, 12 and 14.

The strong showing of microwave cookware on the Corning Ware list left little room for other products to make the best-seller listing; French White, a popular line, for example, showed up with only two items, Nos. 9 and 11.

Corning Glass reported that French White sales now equal those of comparable-sized decorated Corning Ware casseroles, which reflects the popularity of the line.

Autumn Harvest, a new Pyrex cookware design, continued to capture interest, with three items making the chart as Nos. 4, 5 and 10.

The number of new items on the PMA, overall, was limited to the three thermometers, the new 16-count dinnerware and a few microwave cookware items.

The overwhelming number of products that appeared on this as well as previous reports denoted retailers' strong interest in staples as the sales- and profit-producing segment of housewares. This same interest was behind the extensive refinement of items evident at the housewares show, rather than the chase for hot holiday fad housewares.

POS Survey Is In the Works

NEW YORK, N.Y.—The National Retail Merchants Association (NRMA) and the accounting firm of Touche Ross & Co. will conduct a survey of point-of-sale practices among chain, department and specialty stores. The results will be published in 1982 in a book entitled "POS Trends In The 80's."

One main objective of the research is to compare this year's results with the findings of a 1977 study also conducted by the NRMA and Touche Ross. Survey participants—both member and non-NRMA-member firms—are asked to return the questionnaire by Sept. 1, 1981. All participants will receive a complimentary copy of the book.

Introducing

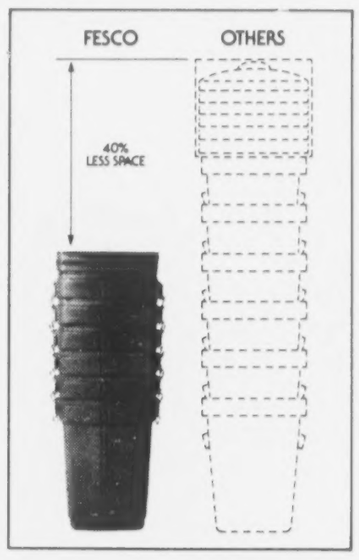
Bruiser II™

Everything you've always wanted in a blow-molded trash can...

The new Bruiser II™ boasts features that haven't even occurred to the competition. Such as galvanized metal lock handles to hold the lid tightly in place, but allow easy removal. Molded grip handles that can't break off. Domed lids that add 4 gallons of extra capacity to the 32 gallon can and 3 gallons to the 24 gallon can. Can rims sized to match standard trash bags. And all of these features are wrapped up in a single can with an iron-clad 6-year warranty.

and less...

The Bruiser II™ earns more profit per square foot because it requires 40% less shipping, warehousing, and display space. Six cans nest in a cartoned six-pack with four lids inside the can and two inverted lids on top. So cans arrive clean and ready to display.



and more.

Bruiser II™ is the number one can in a new line of rugged, blow-molded products that includes two new "standard" round trash cans. The Fesco line also includes Bruiser™ Trash and Waste Bags in Shelf-Stretcher Packages to save up to 33% of your valuable selling space.

FESCO

Get complete information on the entire Fesco blow-molded trash can line and Bruiser™ Trash Bags by calling or writing: Fesco/Division of Cities Service Company, P.O. Box 626, Pittsburgh, PA 15230. Phone (412) 331-4500.

Fesco/Division of Cities Service Company

VISIT OUR BOOTH NO. 2216
AT THE NATIONAL HARDWARE SHOW

AUTOMOTIVE

PRODUCT MOVEMENT AUDIT

Seasonal Glow Marks Waxes And Polishes

By Herb Rechter
President,
Allied Accessories and
Auto Parts Company

Traditional summer seasonals, predominantly waxes and polishes, rose to their customary leading positions in the June Automotive Product Movement Audit.

This summer discounters will be helped by the continuing increase in the do-it-yourself trend, as well as benefit from an extremely hot spring which prompted customers to increase regular maintenance on their cars.

In addition to the carryover items that our customers will stock, two new items could make an impact on the department this year. One promotional item which began to catch on this spring was Touchtone's Musical Horn, 42nd on the PMA with 180 units sold. Dealers expect the horn to take off during the summer months as customers seek novelty items.

Another promising item is XRX10's Universal Power Antenna, which did not appear on last year's PMA. It ranked 72nd on the June chart, with orders amounting to $8,767.92. It is the lowest priced antenna on the market, which should cause it to steadily climb on the upcoming charts.

The top item in dollar volume once again this June was a two-ton hydraulic floor jack, which sold 1,063 units, up from the June PMA count of 615 a year ago. This item was heavily promoted by almost all of our customers, and was a product that directly benefited from consumer demand for DIY products.

Four waxes and polishes also made it into the top 10, two each of the poly and standard shines. The Blue Poly Paste Seal and Blue Poly Liquid Sealant ranked sixth and seventh, respectively, on the chart, and maintained their lead in dollar volume over the other waxes.

However, on a unit count basis, both the Super Hard Shell Paste-Kit, in eighth place, and the 10th place DuPont Rain Dance increased their movement at the expense of the Blue Poly Sealant. Blue Poly sales dropped 31% to 2,529 units.

Originally, the polymer waxes and polishes were claimed to be significantly longer lasting than the standard shines. Last year's unit movement saw the 16-oz. Blue Poly Sealant rank third with 3,671. The polymers' longer-lasting claim did not convince customers, however, and as of this June's PMA count the standard waxes and polishes led in unit movement. However, the poly waxes and polishes are still leading in dollar volume.

(Continued on page 23)

As the DIY trend grows, the use of an endcap makes jack stands a highly visible promotable item in this FedMart San Diego store. *(DSN photo)*

The following automotive figures for June, supplied by Allied Accessories and Auto Parts Co., Madison Heights, Mich., cover 2,000 stores, including 1,700 discount department stores in 33 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	2-ton hydraulic floor jack	1,063	69.99	74,399.37
2	46	1001 Freon 14 oz	25,030	1.79	44,803.70
3	15	10080 8-oz Armor-All	11,276	3.29	37,098.04
4	9	1015-24 STP oil treatment 15 oz	13,032	2.19	28,540.08
5	24	10,160 16 oz Armor-All	4,066	6.99	28,421.34
6	21	Blue Poly paste seal 16 oz	2,529	9.99	25,264.71
7	20	Blue Poly liquid sealant 16 oz	2,518	9.99	25,154.82
8	6	T—222 Sup HD Shell PST-kit 14 oz	6,034	3.89	23,472.26
9	3	FL la Mocrft oil ftr (For FL1)	5,839	3.99	23,297.61
10	7	0245 Dup Rain Dance PST 14 oz	4,234	5.49	23,244.66
11	17	Pennzoil deluxe 10W40	17,448	1.29	22,507.92
12	5	Snowhite Lite 'N' Easy gal	1,683	12.99	21,862.17
13	11	A.C. oil filters	5,390	3.99	21,506.10
14	28	S257 Fix-A-Flat tire inflator	16,476	1.29	21,254.04
15	58	National all-purpose 10W30 1200	26,951	0.77	20,752.27
16	14	AS982 Simoniz Super Poly, liq	2,592	7.99	20,710.08
17	18	Gumout jet spray 13 oz	8,590	2.39	20,530.10
18	23	EB-1 Gunk aerosol	9,532	1.99	18,968.68
19	25	Warco Dot brake fluid 12 oz	12,311	1.49	18,343.39
20	—	88500 A/C recharge kit freon	2,531	6.89	17,438.59
21	56	T-75 Turtle Zip liq c/wash 18-0z	7,546	2.29	17,280.34
22	7	0241 DuPont Rain Dance liq 16 0z	2,951	5.49	16,200.99
23	32	R45TS AC spark plug	11,566	1.39	16,076.74
24	13	6014 Sealed Beam, large round	4,692	3.29	15,436.68
25	37	Warco Dot brake fluid qt	3,948	3.89	15,357.72
26	—	500 Westley's bleach white 200 oz	8,066	1.89	15,244.74
27	41	TP51 (TP-510) Sandable PRI GRY	8,199	1.79	14,676.21
28	62	C-16 Bars Leak 15 oz (80)	7,474	1.89	14,125.86
29	61	Auto bulbs 2 per card	15,701	0.89	13,973.89
30	29	Pennzoil all-purpose 10W30 (50)	11,067	1.24	13,723.08
31	30	2645 Johnson's acrylic kit, 12 oz	1,774	7.49	13,287.26
32	53	TP52 (TW520) Sandable Prim Red	7,008	1.79	12,544.32
33	—	4101-12CD-2 Red hi 15 oz	5,616	2.19	12,299.04
34	51	T-4163 Thrush muffler (160)	758	15.99	12,120.42
35	19	AS981 Simoniz Super Poly, paste	1,511	7.99	12,072.89

(Continued on page 23)

INTRODUCING...
THE VALVOLINE 12/
A BETTER WAY TO HANDLE MOTOR OIL.

12/ONE-QUART CANS IN A CONVENIENT, NEW CARTON

The new Valvoline 12/ONE-QUART CASE! More than just a packaging innovation from Valvoline—the leader in progressive motor oil marketing. A new, convenient way for you and the millions of Valvoline retail customers to handle quality Valvoline Motor Oil.

NO INCREASE IN PRICE

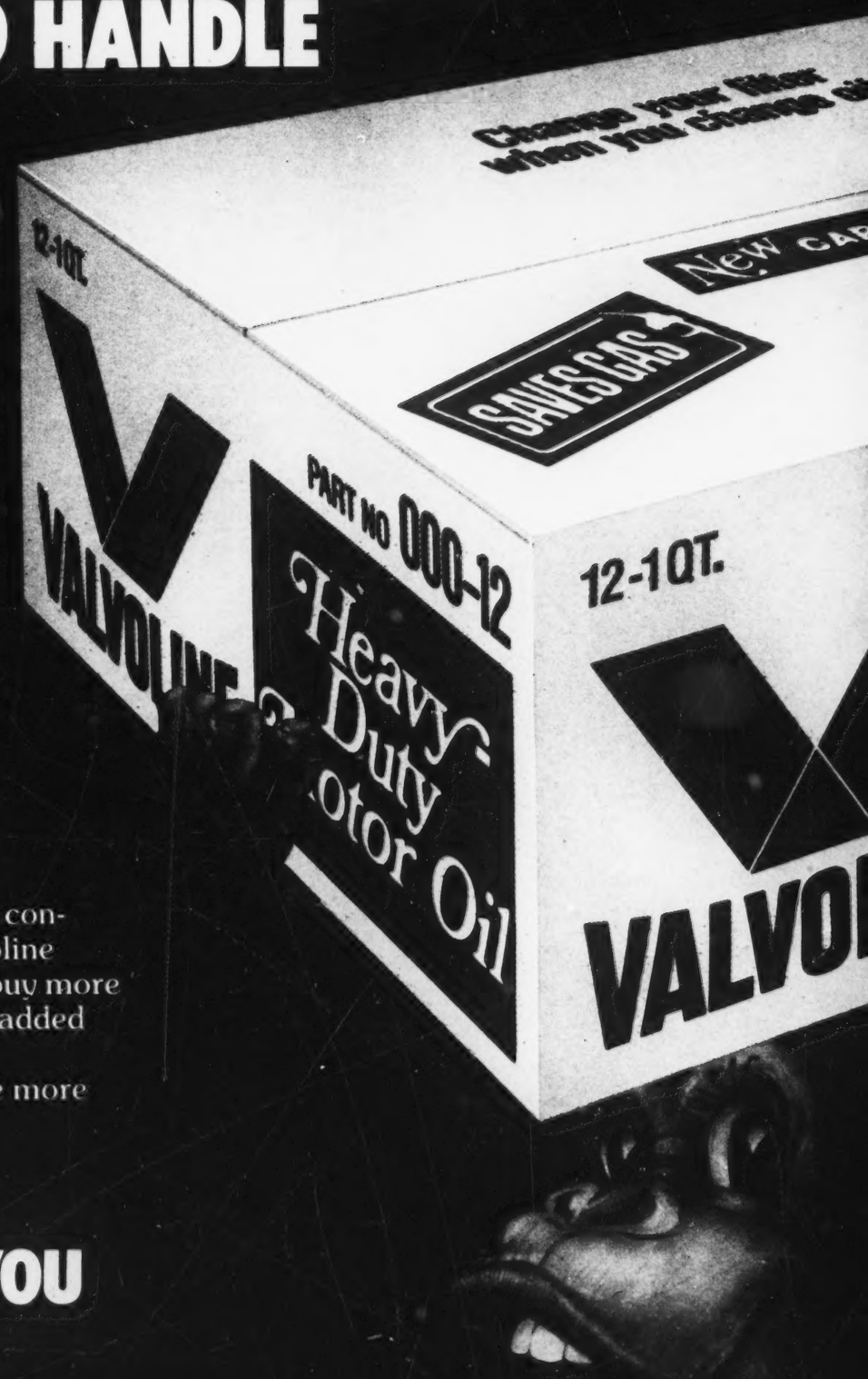
Designed for the multi-car owner, or the consumer who wants to stock up, the new Valvoline 12/ONE-QUART CASE lets your customer buy more Valvoline without paying a premium for the added convenience.

For you, it's the smart, new way to move more quality Valvoline at the same profit margin.

EASY TO HANDLE FOR YOU AND YOUR CUSTOMER

Valvoline's new 12/ONE-QUART CASE takes up half the space and weighs half as much as our former 24-quart case.

A lot easier for customer carry-out. And, easier on your store personnel, because at 25 pounds per carton, the 12/ONE-QUART CASE can be easily hand-carried, loaded and stocked.



AUTOMOTIVE

(Continued from page 22)

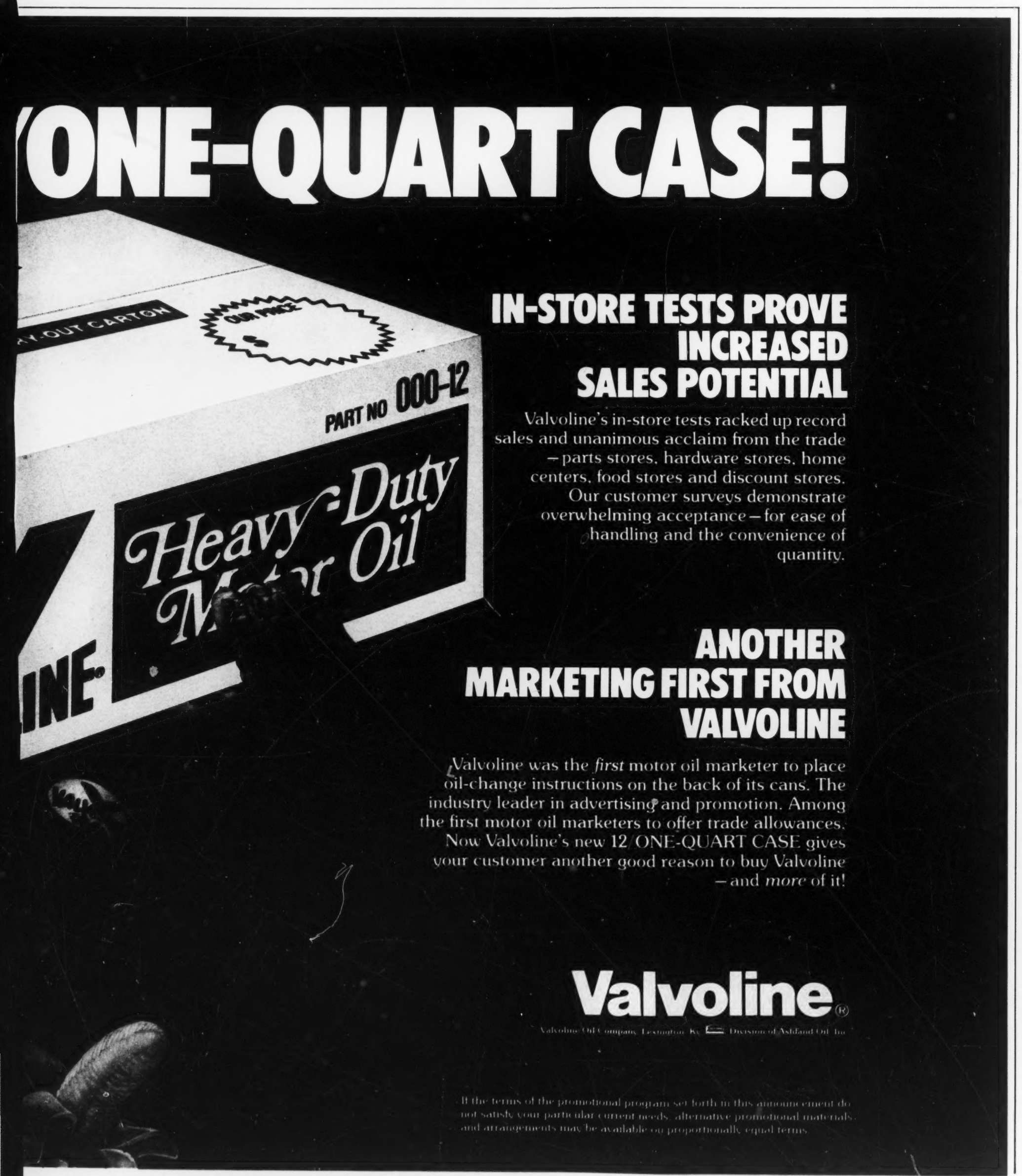
Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
36	—	4-ton Hydraulic bottle jack	660	17.99	11,873.40
37	—	2-ton Hydraulic bottle jack	989	11.99	11,858.11
38	4	141 Valvoline 10W40	9,840	1.19	11,709.60
39	—	30160 16-oz Armor-All cleaner	5,094	2.29	11,665.26
40	74	Snowhite Lite 'N' easy qt kit	2,710	4.29	11,625.90
41	34	T-127 Liquid Turtle wax 12 0z	4,163	2.79	11,614.77
42	—	80 Touchtone 80 musical horn	180	63.99	11,518.20
43	—	4111-12CD-2 Black Lo 15 oz	5,251	2.19	11,499.69
44	8	Quaker State deluxe 10W40	8,904	1.29	11,486.16
45	70	T-5163 Thrush muffler (160)	710	15.99	11,352.90
46	45	6503-12 STP Son-of-a-Gun 8 oz	3,756	2.99	11,230.44
47	50	Quaker State sup blnd 10W30	9,034	1.24	11,202.16
48	64	T-3163 Thrush muffler	692	15.99	11,065.08
49	54	100QR Rislone oil alloy 32 oz	4,819	2.29	11,035.51
50	39	T270 Turtle Color-Back 16 oz	2,760	3.99	11,012.40
51	40	7502 Gumout carb cleaner, 16 oz	5,519	1.99	10,982.81
52	44	RR16 Roberk wiper bld refill	4,957	2.19	10,855.83
53	—	10320 32-oz Armor-All Protect	1,134	9.49	10,761.66
54	—	R-6 Bars Leak 5½ oz (175)	8,292	1.29	10,696.68
55	—	T560 Tur Ply/Shl 1-STP 1q 16 oz	1,272	7.99	10,163.28
56	—	02662 Johnson's Wax Kit 12 oz	3,358	2.99	10,040,42
57	—	DR 1976 GM 8-cy dist cap	1,873	5.29	9,908.17
58	—	6-ton Hydraulic bottle jack	450	21.99	9,895.50
59	67	4624/04-2301 2-gl Gas can	2,194	4.49	9,851.06
60	60	13040 Armor-All 4 oz	5,206	1.89	9,839.34
61	—	T-3162 Thrust muffler (160)	613	15.99	9,801.87
62	22	WD-40 Aerosol 9 oz	4,472	2.19	9,793.68
63	—	T-4164 Thrush muffler (160)	604	15.99	9,657.96
64	—	Peak antifreeze gal	1,843	4.99	9,196.57
65	43	PF-30 A.C. oil filters	2,302	3.99	9,184.98
66	—	902 9 oz Simoniz presoft	3,096	2.89	8,947.44
67	—	4657/75-5209 5-gal Gas can	992	8.99	8,918.08
68	—	101-2 Delco 8-cyl tune-up kit	1,269	6.99	8,870.31
69	—	PF-35 A.C. oil filters	2,208	3.99	8,809.92
70	48	TAM77 Rubberized undercoat	3,046	2.89	8,802.94
71	—	Pennzoil H.D. 30W	7,368	1.19	8,767.92
72	—	XRX10 Universal power antenna	257	33.99	8,735.43
73	55	R44T AC spark plug	6,167	1.39	8,572.13
74	—	0715-2B 15-minute Safety flare 2P	3,902	2.19	8,545.38
75	16	G2 Foot pump with gauge	777	10.99	8,539.23
76	—	T-3167 Thrush muffler (160)	534	15.99	8,538.66
77	—	T-4243 Thrush muffler (140)	529	15.99	8,458.71
78	—	347 Valvoline Dexron A.T.F. qt	7,104	1.19	8,453.76
79	35	LR-81 1-piece Auto ramp pair	384	21.99	8,444.16
80	36	LF-1 Lee oil filter	2,472	3.39	8,380.08
81	42	PF-40 A.C. oil filter	2,099	3.99	8,375.01
82	48	Tam-66 undercoating	3,601	2.29	8,246.29
83	12	National 10W40 motor oil, qt	9,192	0.87	7,997.04
84	—	0861 DuPont rub comp 12 oz	4,437	5,457.51	7,942.23
85	63	101-1 G.M. Uniset Oem	883	8.99	7,938.17
86	—	Motor Lube non-detrg 30WQT1200	10,703	0.74	7,920.22
87	—	T-3243 Thrush muffler (140)	495	15.99	7,915.05
88	—	TK 175 GM8 CY tune-up kit	1,966	3.99	7,844.34
89	—	TP50 (TW500) Sandable prim blk	4,363	1.79	7,809.77
90	69	UVL320 20" Wheel wrench	1,620	4.79	7,759.80
91	—	6052 Sealed beam large square	939	7.99	7,502.61
92	—	750 Trailer tow mirror, chrome	413	17.99	7,429.87
93	73	01-015 D&L Hand cleaner 14 oz	6,768	1.09	7,377.12
94	—	L19 Mopar oil filter	1,895	3.89	7,371.55
95	—	RR18 Roberk wiper bld refill	3,308	2.19	7,244.52
96	—	T-3D Super HD Shell liq 18 oz	1,848	3.89	7,188.72
97	—	AS107 Prestone Super Flush PK12	2,387	2.99	7,137.13
98	—	PSF Yale Power STRG fluid 14 oz	4,740	1.49	7,062.60
99	—	R45TSX AC Spark plug	5,048	1.39	7,016.72
100	—	AP 15 Auto panel	1,801	3.89	7,005.89

Dollar General Net Up 20% in Quarter

SCOTTSVILLE, Ky.—Dollar General's first quarter net income was $149,000, a 20% jump from the year before, on net sales of $45.4 million, up 23%.

For the first three months of the fiscal year, same-store sales went ahead 17%.

Gross profit margins declined slightly, however, reflecting Dollar General's decision to build sales by stressing basic merchandise. At the same time, both operating expenses and interest costs declined as a per cent of sales, to offset the decline in gross profit margin.


ONE-QUART CASE!
PART NO 000-12
Heavy-Duty
IN-STORE TESTS PROVE INCREASED SALES POTENTIAL
Valvoline's in-store tests racked up record sales and unanimous acclaim from the trade – parts stores, hardware stores, home centers, food stores and discount stores. Our customer surveys demonstrate overwhelming acceptance – for ease of handling and the convenience of quantity.
ANOTHER MARKETING FIRST FROM VALVOLINE
Valvoline was the first motor oil marketer to place oil-change instructions on the back of its cans. The industry leader in advertising and promotion. Among the first motor oil marketers to offer trade allowances. Now Valvoline's new 12 ONE-QUART CASE gives your customer another good reason to buy Valvoline – and more of it!
Valvoline®
Valvoline Oil Company, Lexington, Ky. — Division of Ashland Oil, Inc.
If the terms of the promotional program set forth in this announcement do not satisfy your particular current needs, alternative promotional materials and arrangements may be available on proportionally equal terms.

PMA®

PRODUCT MOVEMENT AUDIT

Seasonal Glow

(Continued from page 22)

Motor oils, air filters and automotive chemicals all were strong sellers this June, as they were in June 1980. Pennzoil's 10W40 and 10W30 grade motor oils and National's 10W30 all were among the top 30 ranked items this June.

Many dealers reported brisk sales in the oil filter category as customers got their cars, particularly older models, ready for increased summer driving. The Motorcraft oil filter ranked ninth with 5,839 units moved, and the A.C. oil filter ranked 13th, with 5,390 units sold.

Automotive chemicals came close to maintaining last year's strong dollar and unit volume, with STP oil treatment and Gunk aerosol holding their places among the 20 best sellers.

Mufflers don't appear near the top of the PMA, but they are beginning to show strong growth as a DIY body repair item; the total unit movement of Thrush mufflers was 4,935. Each muffler carries an average retail of about $15.99, representing a total dollar volume of $78,911. This amount would place it above the hydraulic floor jack as the top dollar volume item on the chart if all the Thrush muffler models were taken together.

Human Resources Seminar Scheduled

NEW YORK—The National Retail Merchants Association will hold a three-day seminar on Human Resources in Retailing at the Sheraton Hotel here, Sept. 16-18.

Featured speakers will include Arnold B. Aronson, chairman of the board, Saks Fifth Avenue; Carl G. Thor, vice president, American Productivity Center, Houston; Oscar Ornati, professor of manpower management, NYU Graduate School of Business Administration, and Nat Goldberg, divisional Quality Circle coordinator at J. C. Penney.

Registration fees for members are $235 per person; nonmembers $425, with discounts for group registrations. Information is available from the NRMA, Personnel Division, 100 West 31st St., New York, N.Y. 10011.

Sears Plans Office Equipment Stores

CHICAGO—Sears will unveil five business machine stores in Chicago, Dallas and Boston this fall.

Edward A. Brennan, chairman and chief executive officer of the Sears Merchandise Group, announced that two business machine stores each are planned for Chicago and Dallas, and a single unit will open in Boston.

The test of the new freestanding stores, which will carry a broad assortment of electronic equipment under Sears and other brand names, will be managed by Sears veteran John M. Purtell Jr.